

Sales of Yakult Start in Myanmar

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its overseas subsidiary, Yakult Myanmar Co., Ltd., would start sales of the *Yakult* fermented milk drink in the Republic of the Union of Myanmar (hereinafter referred to as “Myanmar”) on August 1, 2019.

Established in April 2016, Yakult Myanmar Co., Ltd. constructed a plant in the Thilawa Special Economic Zone on the outskirts of Yangon and began preparations for the commencement of production and sales. Upon the completion of construction and the necessary preparations, sales of Yakult commenced, primarily in Yangon. There are plans to expand the sales area incrementally depending on the state of sales in Yangon and the surrounding areas.

Under the corporate philosophy of “we contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular,” the Yakult Group is expanding the number of countries and regions where it sells its products, and it has been selling its dairy products, led by the mainstay *Yakult*, in 38 countries and regions.

With the introduction of *Yakult* in Myanmar, the group’s sale network has expanded to 39 countries and regions outside Japan.

The following is the overview of the sales plan in Myanmar.



1. Product name: Yakult
2. Size and package: Individual 80 ml bottles and packages of five 80 ml bottles
3. Suggested retail price: 300 kyat per bottle (approx. 21 yen)
1,500 kyat per 5 bottle package (approx. 105 yen)
4. Start of sales: August 1, 2019
5. Sales area: Yangon and surrounding areas
*The company will expand the distribution area in stages depending on the state of sales.
6. Sales channel: Home delivery by Yakult Ladies
Supermarkets and other retail stores
7. Sales target: 18,530 bottles per day (average for August-December 2019)

Reference:

1. Profile of Yakult Myanmar Co., Ltd.

- (1) Company name: Yakult Myanmar Co., Ltd.
- (2) Location: Thilawa Special Economic Zone, the outskirts of Yangon, Myanmar
- (3) Representative: Hideki Kawasaki
- (4) Established: April 7, 2016
- (5) Capitalization: 47.59 million USD
- (6) Employees: 88

2. Overview of Myanmar

- (1) Population: Approx. 53.7 million (2018)
- (2) Area: Approx. 680,000 square kilometers
- (3) Capital: Naypyidaw (population: approx. 1.16 million)
The largest city is Yangon (population: approx. 5.16 million)
- (4) Currency: Kyat (MMK)
*1 kyat = 0.07 yen as of July 15, 2019